

# Writing on the web

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# How does something like this become good web writing?

Writing content for the world wide web is different from writing for brochures, magazines, or other print media. Good web copywriters know what web users need (the reasons they use the web, what they are looking for, and their habits), and how to help them get it. Here's what they do. There are five main elements of effective web writing. 1: Keep it short and relevant First, Most web users don't have a lot of time and are doing several things at once - checking their email, updating their Facebook status, browsing newspaper sites, and maybe even working. Your target audience needs to know you're exactly what they're looking for...right away. So the best thing to do is to write in short, punchy sentences. Write directly to the customer, as if you're talking to one person. And cut out anything that's extraneous, any words or phrases you don't need. 2: Lay it out for people who skim Second, On the web people tend to skim, and they get intimidated by big, uninterrupted blocks of text. Use signposting methods such as short paragraphs, subheadings and bulleted lists to break up the page and also to make your readers focus on your main points so that they are unmissable. 3: Use keywords strategically Third, Although you're mainly writing for people, you have another audience: that audience is search engines. To make search engines such as Google love you, it's necessary to use keywords strategically, but preferably without making your text read awkwardly. 4: Use links to help people navigate Fourth, well-written Web content should make it easier for people to find their way around a website. Use hyper links liberally, and make sure you always think about what's useful to readers when you decide on a label for them. Finally, you should always try to 5: Include a call to action Tell readers what you want them to do next. You'll be quite surprised how often they go ahead and do it.



# Cut out the fat.

Writing for the web is different. Good web copywriters know what web users need, and how to help them get it. Here's what they do. 1: Keep it short and relevant Most web users don't have a lot of time and are doing several things at once - updating their Facebook status, browsing newspaper sites, and maybe even working. So write in short, punchy sentences. Write as if you're talking to one person. And cut out anything you don't need. 2: Lay it out for people who skim On the web people tend to skim, and they get intimidated by big blocks of text. Use short paragraphs, subheadings and bulleted lists to break up the page and make your main points unmissable. 3: Use keywords strategically Although you're mainly writing for people, you have another audience: search engines. To make Google love you, use keywords strategically, but without making your text read awkwardly. 4: Use links to help people navigate Web content should make it easier for people to find their way around . Use links liberally, and think about what's useful to readers when you label them. 5: Include a call to action Tell readers what you want them to do next. You'll be surprised how often they do it.



# Break it up.

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Most web users don't have a lot of time and are doing several things at once - updating their Facebook status, browsing newspaper sites, and maybe even working.

So write in short, punchy sentences. Write as if you're talking to one person. And cut out anything you don't need.

## 2: Lay it out for people who skim

On the web people tend to skim, and they get intimidated by big blocks of text. Use

- > short paragraphs,
- > subheadings and
- > bulleted lists

to break up the page and make your main points unmissable.

## 3: Use keywords strategically

Although you're mainly writing for people, you have another audience: search engines. To make Google love you, use keywords strategically, but without making your text read awkwardly.

## 4: Use links to help people navigate

Web content should make it easier for people to find their way around . Use links liberally, and think about what's useful to readers when you label them.

## 5: Include a call to action

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# Plug in the keywords.

Writing **web content** is different. Good web copywriters know what web users need, and how to help them get it. Here's what they do.

## 1: Keep **web content** short and relevant

Most web users don't have a lot of time and are doing several things at once - updating their Facebook status, browsing newspaper sites, and maybe even working.

So write web content in short, punchy sentences. Write as if you're talking to one person. And cut out anything you don't need.

## 2: Lay it out for people who skim

On the web people tend to skim, and they get intimidated by big blocks of text. Use

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to break up the page and make your main points unmissable.

## 3: Use keywords strategically

Although you're mainly writing for people, you have another audience: search engines. To make Google love you, use keywords strategically, in **web content** but without making your text read awkwardly.

## 4: Use links in **web content** to help people navigate

Web content should make it easier for people to find their way around . Use links liberally, and think about what's useful to readers when you label them.

## 5: Include a call to action

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# Add the links.

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# The call to action.

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